

## What Magazine Editors Want And What They Do Not Want

THERE are today in this country nearly 50 magazines that are willing to pay good prices for good stories. Among them they use about 350 stories a month and buy probably 50 more, which they will never use.

Of these 200 or 300 stories marketed every month, about one in 10 is first-class and about one in 50 is second-class. The others are purchased and printed because the editor must have something to fill in the spaces between the front cover and the advertisements.

The editors of the better class of magazines are not content with having a writer they follow him up with requests for more. If they see a good story or two in another magazine they will write the author and ask if they can have something from him. They are on the watch all the time for any one who has the gift of narrative.

These are the facts of the case, well known to every one in the publishing business. On the other side are the theories beloved of budding authors who feel the germs of genius within them.

The authors of unpublished manuscripts seem to have two standard grievances against editors. The first is that editors will accept any old thing if the writer has a name. The second is that editors will never tell an unknown author why they refuse his story.

The antagonism between the aspiring author and the unsympathetic editor is undoubtedly exists. What is the real cause of it and whose fault is it? With a view to getting at the truth of the matter the writer undertook to get up speaking terms with the editors of 15 of the leading magazines published in America today, and also to make some practical experiments of his own, so as to test the truth of the charges continually made against the well known editor by the unknown author.

The result of these interviews seems to prove pretty conclusively that if the unknown author cannot get his story published it is entirely his own fault, and that the faults which lead to his discomfiture can be grouped under three heads.

First, with the most common fault of all, the manuscript may be all right, the situations well described and the dialogue clever, but—no story.

In the next group of failures are those manuscripts in which the story is there, but is not properly arranged or told. This is a fault which puts a manuscript just in the balance. Whether the editor thinks enough of it to bother further with it is largely a matter of the humor of the moment. It is very much like the hesitation of a person in buying something that is not quite what he wants, but which could be made to do by spending a little time and trouble on its alteration.

A third class of failures is stories which are all right, and are not sent to the magazine to which they are sent. This is the cause of nine-tenths of the failures of inexperienced authors.

One of the most extraordinary delusions of the novice in the authorship is that the manuscript is not even read. One often hears of pages gummed together as a test, and so on. The reply to this charge is that it is not always true, but that the volume of an average from the shell to find out that it is rotten.

It is not only the eagerness with which the publisher's reader scans the manuscript, but the office from a new source they would quickly get over the idea that their stories were returned unread. Many of the editors of established reputations are written out and the magazine editor is tireless in his quest for new ideas, a fresh style, an unexploited field. All he asks is that the new story shall fit into the style of architecture on which his magazine is built.

The one absolutely hopeless case is the writer who has no story to tell, but who can fill up 15 pages of twopenny trash with a mixture of dialogue and incident that leads nowhere. Several of the editors interviewed spoke feelingly of the time and trouble wasted in wading through this sort of authorship.

One of the best-known magazine readers for one of the best-known magazines, "reminds me of a young fellow who applied for a job in a carpenter's shop and brought a perfectly smooth piece of board as a sample of what he could do. The carpenter asked him what it was for or what it fitted, and found that it did not fit anything, but was simply a beautifully smooth piece of work, pine and sand-papered, top and bottom and sides."

"The carpenter told the young fellow to take it back home again and bring it to him next day with a mortise and tenon joint in it, or an end grain on one side—anything to show what the work on it was for."

"Some people do not seem to understand," remarked another reader, "that the short story should be a single incident. If it is a story of adventure there must be only one adventure. If it is a love affair it must be only one episode in the courtship. If it is a character sketch it must deal with one trait of character only."

"There is no more common mistake made by would-be magazine writers than to imagine that a short story is a condensed novel. A short story should be like a flash-light picture of a single scene being laid in a wall. The novel is a description of the whole building from cellar to roof."

The rapidity with which a reader can scan a story without reading more than a third of the words of it, will never miss the story if the story is there.

**CARTER'S LITTLE LIVER PILLS.**

## CURE SICK HEADACHE

Sick headache and relieve all the troubles incident to a bilious state of the system, such as Dizziness, Nausea, Drowsiness, Distress after eating, etc. in the Stomach, indigestion, the remarkable success has been shown in curing

Headache, yet Carter's Little Liver Pills are equally valuable in Constipation, cramps and preventing this annoying complaint, while they also cleanse the bowels, stimulate the liver and regulate the bowels. Even if they only cure

ache they would be a great relief to those who suffer from this distressing complaint; but for those who are afflicted with these little pills will relieve all the troubles incident to a bilious state of the system, such as Dizziness, Nausea, Drowsiness, Distress after eating, etc. in the Stomach, indigestion, the remarkable success has been shown in curing

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It may be badly told, but if it is a really good story the editor will use it every time. He will enter into negotiations with the author to fix it up or will buy it as it is and fix it up to suit himself. Every magazine has men employed for that purpose.

Not one in 10 of the smooth reading stories that one finds in the magazine is printed as it was written. Unless they are the work of a trained writer who knows all the tricks of the trade they have been chopped and changed around in order to fit them into presentable shape. Unnecessary introductions have been cut off the beginning, and unnecessary adjectives taken out of the middle and descriptions of scenery removed entirely.

To the writer was shown one short story, printed in McClure's, which was a first attempt on the part of its author. It had been changed four times, forty-eight superfluous words had been cut

out by two and three at a time, and six explanatory and argumentative letters had been exchanged between author and publisher before the final proof was passed.

All this trouble over a 3,000 word story submitted by mail by an unknown author, who has never written anything before, and by a magazine that receives several hundred manuscripts a month and can command the best writers?

Why? Because the story was there, and S. S. McClure knew it the moment he saw it, and he knew to the hair like a hawk. The author was one of his friends.

"What is the particular element that you imply is so desirable when you speak of the story in a manuscript?" the writer asked Mr. McClure.

"It must be human and there must be some motive in it," he answered immediately. "It may be cleverly written, but it must be human. Adventure and incident may be there, but if there is nothing human in it no laughter will ever shake the reader's hand, no tear will ever fall upon the page."

Many readers who were interviewed expressed the same opinion in various ways, insisting that it was this want of the human touch that caused the rejection of 90 per cent of the stories submitted to magazines.

"A story must act on the reader's feelings as well as on his mind," remarked one. "It must quicken his impulses somehow. If it is a story of adventure it should be able to carry you along with it, just as the audience used to hold on to the backs of the seats in front of them when John B. Gough described the stage coach tearing down hill close to the edge of the precipice with a drunken driver on the box."

"The habitual magazine reader remembers a story that has made him feel long after he has forgotten those that made him think."

Frank Munsey classifies stories simply by their commercial value and puts them, first, love second, adventure third and humor last.

"Any one can invent love plots and adventures," he says, "and some men cannot put pen to paper without being humorous; but the pathetic story is always from the heart, and if it is genuine it always reaches the heart of the reader. The stories that are hard to find."

One of the most common errors of the novice in authorship is sending his manuscripts to the wrong place. The editor he is from the right place in his selection, the longer he will probably have to wait for its return. This delay and the repetition of refusals is one of the most disheartening things the budding author has to contend with, but it is entirely his own fault. He may imagine that all the editors have conspired against him, whereas there is nothing against him but his own lack of judgment.

If a man had a patent chisel to sell and went hawking it among the housewives on the West Side you would laugh at him and tell him to take it to the country and sell it to the farmers' wives. If he replied that the country was just the same as the city, all houses and people, you would laugh still louder at his folly. Yet the author who sends his manuscripts to the wrong place is just as misguided.

The first thing that a new writer usually does is to send his story off to his favorite magazine. He sends it to the magazine that he hears most highly spoken of. All amateur actors want to play "Hamlet" from the start. The high class, well known magazines, like Harper's, have to wade through more trash than any others.

"A story was submitted to me privately by a friend of mine," said one reader. "The author was a young lady who did not know that I was employed on a magazine. She thought it was the greatest thing that ever happened, that she was going to be famous, and she did not want to offend either of them by giving the other the refusal of it. After reading it over, I advised her to try it on the Waverley Magazine first and not to expect any pay for it."

"She has not spoken to me since, but I learned from a friend of hers that she is from one magazine to another for nearly two years, having to copy it again once or twice when it got shabby. The funny part of it was that she sent it to the Waverley and they used it."

There is a young woman in Brooklyn who has just brought out a book that promises to be a success. She has a classified list of magazines, beginning with those that she would like best to publish her stories and ending with those that are little better than the waste basket.

She has 25 magazines on this list, and every short story she writes is sent to each in turn and upon its rejection to the next magazine in line. If the manuscript is rejected by the whole 25, into the waste basket it goes.

While this scheme may impress some persons as clever, it is really a non-sense. The sort of stories and articles they contain should be carefully studied.

Unless his story is of exceptional merit, which of course every author imagines it is, there are never more than four or five magazines that would even consider it. When magazines buy stories from authors with big names they do it for the purpose of advertisement.

Every one who hopes to be successful as a magazine writer should buy and read at least one or two numbers during the year of every magazine published, or of 20 or 30 of the leaders. The sort of stories and articles they contain should be carefully studied.

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success as a writer; but when a man fights for a phrase and insists on a description that has nothing to do with the story, however fine it may be in itself, it is never going to do.

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Is what could truthfully be said of many children who die. They have to die because they are starved. They don't know it and you don't realize it. If your child is cross, fretful, partly comatose, and generally ill, it is probably starved. Give it White's Cream Vermifuge, you will be surprised at the results. It is sold by all druggists. By Z. C. M. I. Drug Dept., 112 and 114 South Main St., Salt Lake City.

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Via Oregon Short Line.  
July 2nd, 3rd, 23rd and 24th, August 13th and 14th, and September 10th and 11th. Ask agents for rates and further particulars. City Ticket Office 201 Main Street.

**GO TO OGDEN JULY 4TH.**  
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A special train leaving Ogden 11:00 p. m., will be operated to Salt Lake on that day. Round trip \$1.10.

**SCIENTIFIC MISCELLANY.**  
The simple burglar alarm that has been under test by the police authorities in Dresden and Berlin seems to have resisted all attempts to pass without giving warning. It consists of a curtain or portiere, wired with fine conductors connected at certain places with metal knobs, and when this is drawn across the door or window, or around the safe, the slightest disturbance throws the knobs out of contact and breaks the electric circuit. The alarm may be signalled by a series of bells, lights or other electrical appliances, either on the premises or at the police station. Cutting the material or interfering with it in the slightest degree has instant effect, and the willful burglar is unable to enter the premises having this apparently trifling protection without giving notice.

That the snake has a sixth sense, by which it finds its mate in the woods and uncovers its prey, is the belief of G. R. O'Reilly, 33 years, a special student of snakes. The seat of this sense of direction is supposed to be the curious forked tongue, which can have none of the uses which the tongue is usually applied, but is forer and more, and is incessantly darting about as the snake travels. A lizard was seen to come from beneath a house in the woods, take a zigzag course, and disappear into a hole in the wall. Two minutes later a blacksnake appeared, passed over the lizard's exact course, keeping the tongue constantly seeking the trail, and darting under the box which immediately the lizard in its jaws. Many other observations seem to prove that the tip of the tongue is the guide.

Rubber is strongly attracted by heating; and Prof. S. P. Thompson suggests that it would be possible to construct a heat engine to be driven by the contraction of rubber instead of the expansion of water and air.

In the development of cities, lines of pipes have been extended to long distances to bring in sufficient water, and the water has been pumped up to find it necessary to pump in air, or otherwise provide artificially for an adequate supply of oxygen. Dr. H. Henriot of Paris concludes that it is the difference in the growth of the gives the country dweller physical superiority over the resident in the city. His experiments have shown that the carbon dioxide is constantly greater in the city air than in the air of the country or the sea, and that in a large city, especially if in a valley, the air is stirred by the winds, but is not renewed as fast as it is polluted. The air of the country and the sea always possesses strongly oxidizing properties. The air of the city, on the other hand, exerts a deoxidizing action, and the air of the polluted vapor is felt in many ways in the growth of nervous disorders, and even in defective vision.

An expected revolution in agriculture has been hastened by the discovery, long ago made by Helriegel, that the root nodules of leguminous and some other plants absorb nitrogen directly from the air. Another natural method of fixing atmospheric nitrogen has been pointed out by Jamieson, a British experimenter, who has found that the hairs covering many plants absorb nitrogen, convert it into albumen, and then wither and decay, leaving the nitrogen on the plant. On a series of sections treated with stains acting on albumen, the microscope traced very clearly the migration of the nitrogen taken up. Experiments on various trees in Italy have confirmed the discovery, and indicate that this way of plant feeding is very general.

The south magnetic pole is described by Prof. David of Sydney university, a member of the Shackleton expedition, as a point that travels around with a kind of magnetic movement in a circular area 30 miles in diameter, and changes its exact position from day to day and hour to hour. It was observed with a Lloyd-Creek Dip-Circle, which is a magnetic needle, and the pole is more nearly to vertical as the Pole is approached. The ordinary compass was used also in the observations, but refused to act when near the pole.

The gluten lately obtained from corn flour, differing from wheat gluten in its solubility in amylal and other alcohols, has been named "malseine" by Donard and Lambie, who have been investigating. The material is now being made in France as a by-product of the corn industry. About 13 per cent of malseine is obtained by drying the corn flour, freeing it from fatty matter with benzene, dissolving out the gluten with amyl alcohol, precipitating with benzene, and collecting on a filter. The malseine precipitate is dried in a vacuum. The new material is found to be valuable as a plastic substance, with camphor or without, can be used as a food product, and can be employed as 20 to 25 per cent of colloid, which is less cheapened and made less combustible. It can be treated with alkalies, like caseine, yielding glue and sizing. In the corn industry, the starch and oil have been the principal products, and the malseine can be obtained from the albuminous matter hitherto wasted.

Measurements of the height of clouds were continued in 1908 by the U. S. Astronomical observatory, by the plan of directing a searchlight vertically upward and observing the angular elevation of the illuminating patch of sky from a fixed base station. The results for 50 evenings have been recently published. Light was frequently reflected from a greater height than six miles, and on May 31 the illumination could be traced up to 10.6 miles, and on two occasions the dust or smoke layer was found to have a depth of about 1,000 and 400 feet respectively.

American saws of vanadium steel are claimed by J. M. Flannery to cut as many as 400 steel axles without attention while the best imported saws need grinding after cutting 30 axles. The best steel for metal-cutting seems to be that containing vanadium, 32 per cent tungsten, 17 per cent chromium, 0.2 per cent carbon, 0.2 per cent manganese, 0.7 per cent silicon, 0.49 per cent. In the tests made, vanadium steel saws intended for wood-cutting are reported to have cut 30 per cent more and even to have saved through iron pipe an inch in diameter, without injury to the teeth.

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Dominion ..... July 31, Sept. 4, Oct. 9  
Mégantic (new) Aug. 7, Sept. 11, Oct. 16  
Ottawa ..... July 10, Aug. 14, Sept. 18  
Canada ..... July 17, Aug. 21, Sept. 25  
Laurentic (new) July 24, Aug. 28, Oct. 2  
\*Largest and fastest steamers on the St. Lawrence route. 50 and 55 Dearsborn St., Chicago, Ill.

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(Signed) MRS. E. A. EATON.

**So Called "Consumption" Catarrh, Aenemia**

R. E. ELVIN, 148 Thompson courts, between First and Second east and Seventh and Eighth South, Salt Lake City.  
Mr. Elvin had been told he was doomed—that Consumption was inevitable—he was short of breath, coughed all night, tired all day, and on ambition—constant headaches—all the other terrible symptoms that mark neglected Catarrh—in the head and throat—He tried everything without avail. Then he tried Drs. Shores. In two days his cough stopped, in less than a month his headaches, cough, tired feeling, etc., have all vanished—he feels grateful—he wants to talk with others who are sick. Look him up—ask him the facts—you will be interested—and it will do you good.

Miss Emily Monk, 4678 Fifth East St., Caldwere Station, Salt Lake City.  
READ MISS MONK'S STORY.  
Miss Monk says: "I have been sick for a long time, in fact for years I have been ailing; but last winter I became so much worse I decided to consult Drs. Shores. I had Catarrh. My head ached. I was short of breath, tired, no ambition, generally unwell and discouraged. I began Drs. Shores' treatment a month or so ago, and in a week began to feel better. And to make it short, I will say I am feeling better in every way now—now head clearer, and all my symptoms steadily improving, and I am pleased to recommend Drs. Shores to all who need good, reliable Specialists."

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